

Diabetes Partners in Action Coalition

Communication and Public Awareness Workgroup Charter

Workgroup Sponsor

Who: The DPAC Board

Their Role: Direction and guidance

Workgroup Name

How this workgroup will be known: **DPAC Communication and Public Awareness Workgroup**

Workgroup Authority

This workgroup:

- Will create messages in Michigan that focus on diabetes care and the prevention of diabetes;
- Will plan and implement educational activities that center on decreasing negative outcomes of diabetes as well as the prevention of diabetes;
- Will promote DPAC activities to the press and media outlets as necessary; and
- Will promote the activities of DPAC to the general public.

This Workgroup cannot:

- Promote specific programs or pharmaceutical activities.

Workgroup Mission / Purpose

The Communication and Public Awareness Workgroup provide leadership and share information about the activities of DPAC and to encourage good self-management and diabetes prevention.

Workgroup Vision / Desired Outcomes

The Communication and Public Awareness Workgroup will work to provide leadership in the dissemination of prevention messages and to increase public awareness with consumers on the treatment and burden of diabetes.

Workgroup Members

The DPAC Board will review the composition of this group annually. Members of this workgroup should be representative of the members of DPAC. Orientation and training will be provided to any new workgroup members.

Workgroup Key Responsibilities

- Deliver consistent education messages about diabetes care and diabetes prevention as appropriate and as consistent with the Strategic Plan.
- Partner with other DPAC workgroups to disseminate clear, correct and appropriate messages that will further the activities of the workgroups.
- Create and deliver messages that promote DPAC activities to media outlets and other public venues.
- Build partnerships with other organizations to recruit new partners and leverage partnerships as a vehicle for dissemination of key messages that are consistent with the recommendations of the Michigan Diabetes Strategic Plan.

Workgroup Decision-making Process

This Workgroup will use *consensus* decision-making that is defined as a decision that everyone is willing to live with and actively support. The fallback, if consensus is not reached, will be a simple majority of the workgroup.

Workgroup Communications

The Communication and Public Awareness Workgroup will communicate as appropriate with DPAC Board of Directors, co-chairs, and staff. The purpose of the communication will be to provide information on the work of the workgroup and to seek input and feedback as needed.

Workgroup Time Frame

The term for this workgroup is an appointment for a three (3) year term, and workgroup membership will be staggered.